



# County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration  
500 West Temple Street, Room 713, Los Angeles, California 90012  
(213) 974-1101  
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA  
Chief Executive Officer

Board of Supervisors  
GLORIA MOLINA  
First District

MARK RIDLEY-THOMAS  
Second District

ZEV YAROSLAVSKY  
Third District

DON KNABE  
Fourth District

MICHAEL D. ANTONOVICH  
Fifth District

April 19, 2010

To: All Department Heads

From: William T Fujioka  
Chief Executive Officer

## 2010 CSAC CHALLENGE AWARDS

A call for entries has been sent out by the California State Association of Counties (CSAC) for its 2010 Challenge Awards program. The Chief Executive Office (CEO) deadline to receive entries from County departments is **Wednesday, May 26, 2010**. This year there are four categories based on population. On your entry form, please check the population category 700,001 and above. CSAC will select two winners for each population category: a Challenge Award and a Merit Award. Judges will also consider all entries for special awards that are open to all population categories. Upon completion of the judging, CSAC will notify all award recipients by mail in September.

CSAC judges will be looking for innovative, unique, and easily replicable programs which have been in existence for at least **one year**. County programs or projects that have previously won a Challenge Award will not be considered. Attached is a brochure with contest details.

Although some departments may already have received a direct notification letter concerning award entries, CSAC has requested that the CEO coordinate the filing of all applications for the County of Los Angeles. Therefore, I am requesting that departments submit their entries to this Office.

As in the past, the CEO will send one Los Angeles County check to cover the required \$50 filing fee per entry. All Los Angeles County entries will be submitted by this Office under one Letter of Endorsement. Although CSAC's filing deadline is June 11, 2010, my office needs time to prepare the package of entries, and obtain the check to cover the filing fee. Therefore, if you plan to submit an entry for the 2010 Challenge Awards, remember that the final **CEO deadline is Wednesday, May 26, 2010 at 5:00 p.m.** No late submissions will be accepted. Please send an **original plus three complete copies of each entry** to:

Victoria Pipkin-Lane  
CEO Workplace Programs  
500 West Temple Street, Room B-1  
Los Angeles, CA 90012

Attention: Andrea Clark-Nicholas

*"To Enrich Lives Through Effective And Caring Service"*

**Please Conserve Paper – This Document and Copies are Two-Sided  
Intra-County Correspondence Sent Electronically Only**

Department Heads  
April 19, 2010  
Page 2

The 2010 Challenge Awards will be presented at the annual CSAC meeting. If you need additional information, please contact me, or your staff may contact Ms. Pipkin-Lane at (213) 974-2495 or [vpipkin@ceo.lacounty.gov](mailto:vpipkin@ceo.lacounty.gov).

WTF:ES:MKZ  
VPL:acn

Attachment

c: Each Supervisor

# 2010 CSAC CHALLENGE AWARDS



## CALL FOR ENTRIES



CALIFORNIA  
*Counties*

California  
State  
Association of  
Counties

**Deadline June 11, 2010**



## 2010 CSAC CHALLENGE AWARDS CALL FOR ENTRIES

The California State Association of Counties (CSAC) invites you to enter its 2010 Challenge Awards competition.

These unique awards recognize the innovative and creative spirit of California county governments as they find new and effective ways of providing programs and services to their citizens.

Please read the following instructions and consider entering your county's programs/projects to be honored with one or more of these awards. Then get ready to roll out your county's best programs.



## ENTRY CATEGORIES

Entries will be divided into four categories based on population:

- ▶ Under 50,000
- ▶ 50,001 to 200,000
- ▶ 200,001 to 700,000
- ▶ 700,001 and above

*(For a list of counties in each population category, please see the box on the reverse side)*

On your entry form, please check which population category you are entering.

Judges will be looking for programs that are innovative, unique and easily replicable. County programs or projects submitted must have been in existence for at least one year. Programs that have previously received a Challenge Award will not be considered.

All Challenge Award entries will be considered for special awards at the judges' discretion. No special entry is needed. These awards will not be subject to the population criteria outlined above.

## SELECTION CRITERIA

A panel of county and private sector officials will evaluate the entries. Judges' decisions are final. The following criteria will be used to select the recipients:

- ▶ Statement of the problem and solution.
- ▶ Innovation, resourcefulness, vision, uniqueness and risk-taking.
- ▶ Replicability of the program/project.
- ▶ Cost-effectiveness of the program/project.
- ▶ Conformance to application instructions as set forth in the "Entry Instructions" in this brochure.

## GENERAL INFORMATION

Two levels of awards will be presented by CSAC in each category: **Challenge Award Trophies** and **Merit Award Certificates**.

Judges will also consider all entries for special awards that are open to all population categories.

Challenge Awards will be presented in person in the recipient's county. Merit Awards will be mailed in December.

In the event that a multi-county application is honored, each county will receive an award.

All recipients will be notified by mail upon completion of judging in September.

If you have any questions, contact David Liebler, CSAC Director of Public Affairs & Member Services, at 916/327-7500, ext. 530; or e-mail: [dliebler@counties.org](mailto:dliebler@counties.org).

## ENTRY FEES

\$50.00 per entry. A check payable to CSAC Challenge Awards must accompany **each** entry. If entering multiple entries, a single check with a total amount (\$50.00 for each program entered) may be submitted. Credit card payments cannot be accepted.

## DEADLINE

**ALL ENTRIES MUST BE POSTMARKED BY JUNE 11, 2010, TO BE CONSIDERED.**

**FAXED OR E-MAILED ENTRIES WILL NOT BE ACCEPTED.**

**ENTRIES CANNOT BE RETURNED.**



## ENTRY INSTRUCTIONS

- 1. Fill Out Official Entry Form Inside This Brochure.** A printable version of the entry form is also available online at [www.csac.counties.org](http://www.csac.counties.org).
- 2. Obtain A Letter Of Authorization.** This is simply a letter signed by either your Board Chair or County Administrator authorizing the entry of the county's programs in the Challenge Awards competition. Counties may submit one (1) letter of endorsement for all entries, but please list each entry by program name in your letter of endorsement.
- 3. Construct Your "Executive Summary."** This is your statement of the challenge and the solution. Your Executive Summary is a very important part of your entry. It must be **no more than two 8-1/2" by 11" double-spaced pages**. Since this will be published for statewide distribution, please present the information as you would like to see it in print. CSAC reserves the right to edit this material.

## ORGANIZE YOUR EXECUTIVE SUMMARY AS FOLLOWS:

**Overview** – Provide a brief, 25-word summary of your program or project.

**Problem or Challenge** – Describe the problem or challenge your county faced and the process used to address this problem. Explain the unique or critical factors that led to this project.

**Solution** – Describe the steps taken by the county to solve the problem or overcome the challenge.

**Budget/Costs/Savings** – How much money was budgeted to fund the project?

- List all sources of funding for the project.
- Did the project come within/under budget?
- What costs were involved, what savings were realized?
- What is the measure of increased productivity or time saved?

**Results** – Describe the results of the program/project. Discuss how the program or project has positively affected the community, improved delivery of services to the public, or improved administration of a program internally.

**Project or Program Contact** – List the name, title, mailing address, phone and e-mail address of the person who can be contacted about this program.

**Optional Submission** – If your project involved the development of a video or CD, please enclose one copy. Videos/CDs will not be returned and become property of CSAC. Please limit supporting material – such as brochures, final reports or other information – to items that are directly relevant to this project.

### **Make Check(s) Payable To: CSAC CHALLENGE AWARDS.**

A payment of \$50.00 must accompany EACH entry. If entering multiple entries, a single check with a total amount (\$50.00 for each program entered) may be submitted. However, a photocopy of the check must be submitted with each entry.

**Send In Your Entry.** You must send three (3) complete copies of each entry form and Executive Summary, along with either a check or photocopy of group payment and your letter of endorsement (*see entry form for address*).

# ENTRY FORM

You may type this information on a separate sheet and submit as Page 1 of your entry:

## Population Category

- ☐ Under 50,000                      ☐ 200,001 to 700,000  
☐ 50,001 to 200,000              ☐ 700,001 and above

---

County(ies) Name(s)

---

Contact Name and Title

---

---

Mailing Address

---

---

City

State

Zip Code

---

Phone

Ext.

---

E-mail

## Title of this entry

*(to be used on award – SEVEN words maximum)*

---

## Remember to include the following for each entry:

- ▶ Completed entry form.
- ▶ 2-page executive summary.
- ▶ Copy of endorsement letter authorizing entry.  
*One letter may be used for multiple entries, but please include a copy for each entry.*
- ▶ Enclose payment of **\$50.00 for each entry**.  
*One check may be used for multiple entries.*

## Checks should be made payable to:

**CSAC Challenge Awards**

## Mail or deliver all of the above to:



**CSAC Challenge Awards**  
1100 K Street, Suite 101  
Sacramento, CA 95814



# 2009 AWARD RECIPIENTS

## California Counties Innovation Award

**San Diego County**  
Neighborhoods for Kids – East County

## Challenge Award Recipients

### With a population of under 50,000

**Glenn County**  
Glenn County Mental Health Forensics Team

### With a population of 50,001 to 200,000

**Lake County**  
Revitalizing Clearlake Oaks

**San Benito County**  
San Benito County Juvenile Hall  
Orientation Video

### With a population of 200,001 to 700,000

**Marin County**  
Marin Health and Wellness Campus

**Merced County**  
Merced County Day Reporting Center

**Monterey County**  
Revitalization of the Public Safety Net Hospital

### With a population of 700,001 and Above

**Alameda County**  
Write to Read

**Los Angeles County**  
Voters with Specific Needs Sensitivity  
Training Video

**Orange County**  
The AB 939 Surcharge Program

**Riverside County**  
County Pharmacy Saves Member and  
Taxpayer Dollars

**Riverside County**  
Volunteer Pharmacists Assist with  
Emergency Response

**San Mateo County**  
San Mateo County Sheriff's Green Jail Initiative

Detailed descriptions of the  
2009 Challenge Awards recipients can be found  
on CSAC's Web site at [www.csac.counties.org](http://www.csac.counties.org).

# COUNTIES BY POPULATION CATEGORY

<b>Under 50,000</b>	<b>200,001 to 700,000</b>
Alpine	Butte
Amador	Marin
Calaveras	Merced
Colusa	Monterey
Del Norte	Placer
Glenn	San Joaquin
Inyo	San Luis Obispo
Lassen	Santa Barbara
Mariposa	Santa Cruz
Modoc	Solano
Mono	Sonoma
Plumas	Stanislaus
Sierra	Tulare
Siskiyou	Yolo
Trinity	
<b>50,001 to 200,000</b>	<b>700,001 and Above</b>
El Dorado	Alameda
Humboldt	Contra Costa
Imperial	Fresno
Kings	Kern
Lake	Los Angeles
Madera	Orange
Mendocino	Riverside
Napa	Sacramento
Nevada	San Bernardino
San Benito	San Diego
Shasta	San Francisco
Sutter	San Mateo
Tehama	Santa Clara
Tuolumne	Ventura
Yuba	

